

LORD-YOUNG
Engineering Co., Ltd.
Engineers and Contractors
Pantheon Block, Honolulu, T. H.
Telephones 2610 and 4687.

M'CHESNEY COFFEE CO.
COFFEE ROASTERS
Dealers in Old Kona Coffee
MERCHANT ST., HONOLULU

WIRE FENCES AND GATES
The very best for every use.

J. C. AXTELL'S
Alakas Street

SPECIAL SALE
Grass Linen and Pongee Waist
Patterns
YEE CHAN & CO.
Corner King and Bethel Streets.

CURIOS, JEWELRY AND NOVELTIES
HAWAIIAN JEWELRY NOVELTY CO.
King and Bethel Streets.

JAMES NOTT, Jr.
Plumber and Sheet Metal
Worker.
Phone 2566 74 S. Beretania

Reliable Transfer Co.
PHONE 5319
Bethel St., bet.
King and Hotel Sts.

Economize in everything—
Use White Wings.
At Your Grocer's.

RE-TIRE AND SUPPLY CO.
GUARANTEE
SATISFACTION.
Corner Nuuanu and Pauahi Sts.

FONG INN & CO.
Antique and Chinese
Merchandise.
Nuuanu, above Pauahi.

Suggestions and design for
RESETTING AND REMODEL-
ING OLD JEWELRY.
Gold and Platinum Settings.
WALL & DOUGHERTY.

Territorial Agents for—
STANDARD GAS ENGINES
Honolulu Iron Works Company

D. J. CASHMAN
TENTS AND AWNINGS
and Tents & Canopies for Rent
Thirty Years' Experience.
Port St., near Allen, upstairs.
Phone 1467.

HAVE YOU HAD YOUR FEET
"FOOTGRAPHED" YET?
REGAL BOOT SHOP
Fort and Hotel Streets

PAPER
All kinds of Wrapping Papers and
Twines, Printing and Writing Papers
AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.
Fort and Queen Streets, Honolulu
Phone 1410. Geo. G. Guild, Gen. Mgr.

The HUB
for Clothes

WIRELESS
MUTUAL TELEPHONE CO., LTD.

PACIFIC ENGINEERING COMPANY, LTD.
Consulting, Designing and Con-
structing Engineers.
Bridges, Buildings, Concrete Struc-
tures, Steel Structures, Sanitary Sys-
tems, Reports and Estimates on Pro-
jects. Phone 1046.

STEINWAY
Bargains in Other Pianos
PLAYER PIANOS.
THAYER PIANO CO., LTD.
156 Hotel Street. Phone 2313.

HOTEL STEWART
SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c. Lunch 50c. Dinner \$1.00
Most Famous Meals in the United States
New steel and concrete struc-
ture. 350 rooms, 250 connect-
ing bathrooms. Homelike com-
fort rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car-
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Ha-
waiian Island Headquarters. Cable
address "Stewart". A. B. O. Odo,
T. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing.
For particulars address E. L. KRUSE,
Wahiawa. Phone 0393.

Seaside Hotel
CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

CORAL GARDEN HOTEL
See the Wonderful Marine Pic-
tures in KANEHOE BAY—
Glass-bottomed sail and row-
boats for hire—Good Meals
Served.
A. L. MACKAYE, Proprietor.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rates That Are Right—
American and European Plan
"On the Beach at Waikiki"

SHOE Best
grade
of work
done on
Men's,
Women's
and Chil-
dren's
Shoes.

Manufacturers' SHOE STORE

LAUNDRY—
MESSINGER BOY
PHONE 3461

SILVA'S TOGGERY
Limited
"THE STORE FOR GOOD
CLOTHES"
Elke Building. King Street.

Pure Ice
Delivered in any quantity at any
time. Phone 1128.
OAHU ICE CO.

The Wall Paper House
OF HAWAII.

LEWERS & COOKE, LTD.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.
KERSHNER VULCANIZING CO., LTD.
1177 Alakaka St. Phone 2434.
Flak and Miller Tires.

McINERNEY PARK
Elegant Lots.

CHAS. S. DESKY, Agent.
Merchant, near Fort.

MILLINERY
HONOLULU HAT CO.,
Hotel St., near Bethel St.

FINE FURNISHINGS
IN HOLIDAY BOXES

at
THE IDEAL, Hotel Ewa Fort

Canton Dry Goods Company
Hotel St., near Bethel St.

Home Course in Advertising

Take Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School
IN 90 CHAPTERS A CHAPTER A DAY



PURPOSES OF THE COURSE—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER XIII

WHAT IS THE BEST WAY TO ATTRACT THE EYE?

The easiest approach, then, to your prospect's mind is through the "You" avenue, but you cannot get at your possible customer through any appeal to his interests unless you get him to read what you have to say. The element that will make it possible for you to attract his attention is Display.

Display is probably the most important single factor in all advertising. Surely no advertising is worth while unless it gets attention, and that is the function of display. Display is of two kinds—the mechanical kind that simply catches the physical eye, regardless of any action of the reader's mind; and secondly, the psychological kind, which wins attention through the fact that it calls forth some active mental interest of the prospect.

The first kind, the Eye-Display, wins its aim by catching the optic nerve. For instance, such display may attract a border. Take for example, a want ad page in a newspaper. Look at it from a distance. Doesn't it seem gray and flat? Now take a little ad in the center of that page. Rule it off with heavy black lines a quarter of an inch thick. That box border will make that inch ad stand out so strongly that it will have as much display value as an ordinary ad, many, many times its size.

Or this Eye-Display can be accomplished through other means of contrast. For instance, suppose you surround your message with a lot of white space. This lack of typography in the vicinity of your advertisement is so unusual that it will also catch the eye. Thus it will possess Eye-Display value of high power. You often see this method used effectively in newspapers.

Sometimes Eye-Display may be brought about through mere beauty. But in commercial advertising that is about the least effective kind, because the average eye is not keenly moved by art. The beautiful may passively attract, but it doesn't stir the eye and grip the attention the way contrast or novelty can and does.

In seeking to attract the eye with beauty you would probably use an illustration rather than try to rely on mere type or graceful arrangement. Anyway, the illustration is certainly first and foremost as an instrument to attract either the eye or the mind. The first typography was by way of pictures. And today the human mind still continues to choose illustrations above mere text of reading matter. And yet quite often it would seem that simply for Eye-Display type can do the business alone—that is, without the aid of illustration. In such cases, however, it is more what the words say than the mere Eye-Display of type that accomplishes the result. In other words, this attraction is more mental than physical.

There are two other big elements in Eye-Display. The first is Color, and the second is Size. Both of these have certain influence on the intensity of any message and both of them offer temptations which may prove treacherous pitfalls to the unwary advertiser. For, although the display is the most important of all elements, it must not be emphasized to the sacrifice of favorable impression, because often the far-fetched use of a repulsive display combination, for instance, may spoil the power of the advertisement. And while Beauty in its rarest sense may be out of place in ordinary Eye-Display, and may justify its existence only in connection with the advertisement of things of exclusive flavor or of superlative taste—nevertheless, negative Beauty, or at least freedom from repellent ugliness, is necessary.

Such negative art is something that every advertiser should have as a plank in his working platform. So when you are tempted to combine a screaming yellow with a flaming red, resist. Don't let yourself hurt the persuasive ability of your work simply in order to have your ad attract more eyes. On the other hand, good Eye-Display should not only increase the attention-getting quality of an ad, but should also supplement its ability to create a desire in favor of that which it advertises.

Fortunately for newspaper advertising, in such mediums violations of the rules of color harmony are seldom possible. Yet, in the plain black-and-white of such pages violations of similar principles of Eye-Display often occur—usually through efforts to make the attention-getting part of the advertising so heavy with black ink as to repel the eye rather than to attract. If such excess of contrast does not actually repel the eye, it may at least keep it from pleasantly sauntering into the message which the ad has to tell.

The eye is sensitive and does not like to be hit too hard. Therefore, the Eye-Display that attracts in a simple way—with taste and in harmony with the rest of the ad—that kind of Eye-Display is the kind that usually wins.

Tomorrow's chapter will be: "How Does Mind-Display Do Its Work?"

NO SUGAR SLUMP LIKELY BEFORE NEXT FEBRUARY

Czarnikow-Rionda Co. Con-
sider Statistical Position May
Cause Another Raise

That the statistical position of sugar is very strong and gives no indication of a reduction in price before February at the earliest, is the opinion expressed in the November 12 weekly resume of market conditions issued by Czarnikow-Rionda & Company of 112 Wall street, New York, which follows, in full:

"The market here has continued very strong, with almost daily advances in prices. At the opening there were limited sales of Cubas for prompt and all November shipment at 3.55c. c. f. (4.58c.), with December at 3.50c. c. f. (4.51c.). Subsequently the appearance of an increased demand for refined sugar coincident with a marked scarcity of offerings of raws for November and first-half December shipment from Cuba, resulted in only limited transactions being possible on 8th inst. at 3.50c. c. f. for December, and the higher level of 3.625c. c. f. (4.64c.) for the earlier portion. Thereafter the market continued its rapid upward flight, and following successive sales of stored and prompt shipment sugars at 3.75c. c. f. (4.77c.), 3.81c. c. f. (4.83c.) and 3.875c. c. f. (4.89c.), the still higher figure of 4c. c. f. (5.02c.) was paid yesterday for 100-150,000 bags Cubas stored at New York and for prompt first-half December shipment from Cuba.

"The total business reported during the week aggregates merely about 85,000 tons, which, at present rate of melttings, will provide for only about two weeks' requirements of our refiners. The tone at the close is very strong at last prices, which represent an advance on the week of 45c. per lb., and raises the spot quotation to 5.02c., basis 98 deg.

"It cannot be denied that the statistical position of sugar, at least until the middle of next January, is undoubtedly a very sound one, and not alone fully justifies existing values but leaves room for additional improvement. It is safe to assume that the present combined stocks in Cuba and United States are barely sufficient to meet melting requirements until end of December, which would leave stocks here practically depleted at opening of the new year. And if it is further taken into account that a very appreciable portion of Cuba's December production, which in previous years has been available for United States early in January, has been contracted for shipment abroad (a minimum of 140,000 tons of next January's production having been already disposed of to England and France), there is certainly not a sufficient oversupply of sugar in sight to adversely affect prices until stocks commence to accumulate in the island, says some time in February.

"While the foregoing refers only to raw sugars, another most important factor is large quantities of United States refined sugar still pending shipment abroad against outstanding contracts, as well as the further purchases thereof which both England and France will doubtless find it necessary to make for January shipment. France also promises to become a much more active competitor than heretofore on this side in purchases of both raws and refined during the coming campaign, her stocks being now much lower than they were a year ago and her own production being estimated as considerably below that of last crop.

"The freight situation is also worthy of serious consideration, as present indications point to the likelihood of shippers encountering much difficulty in securing steamers of ample number to transport to this country normal quantities of their production, as compared with bygone years, and the British government's action in recently closing the Suez Canal to merchant vessels will undoubtedly tend to augment this difficulty."

HID OPIUM HORN IN FISH PARCEL

(Special Star-Bulletin Correspondence)
HILO, Hawaii, Nov. 26.—Ah No, a Chinese, is in custody on a charge of dealing in opium and Marshal Smiddy will arrive this morning to take the man to Honolulu for trial in the federal court. The arrest of the Chinese was a smart piece of work and it was accomplished by Deputy Collector Baird, who had had suspicions of the man for some time past.

The Chinese was seen to take a package to the Wells Fargo Company's office and to ask that it be forwarded to L. Sing, another Chinese who resides at the Volcano house and who is a laundryman.

The package was addressed to the man and contained three fish. When the package was opened later on by Baird it was found to have a horn containing about two ounces of opium in the middle of it.

It is asserted that opium has been sent from time to time by this method to several places in the country.

The new Armour frigorific at Le Plata will be the largest in South America and will have a capacity for the daily slaughter of 2000 cattle, 4500 sheep and 2000 pigs. Most of the meat prepared in this establishment will be shipped to the United States, although a certain quantity will also go to British ports.

OCEANIC STEAMSHIP CO.

6 1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:		FOR SYDNEY:	
Ventura	Dec. 3	Sierra	Dec. 13
Sonoma	Dec. 28	Ventura	Jan. 3
Sierra	Jan. 18	Sonoma	Jan. 24
Ventura	Feb. 8	Sierra	Feb. 14

C. BREWER & COMPANY, LTD., General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
S. S. Manoa	Nov. 30	S. S. Wilhelmina	Dec. 7
S. S. Matsonia	Dec. 7	S. S. Manoa	Dec. 15
S. S. Lurline	Dec. 14	S. S. Matsonia	Dec. 21
S. S. Wilhelmina	Dec. 21	S. S. Lurline	Dec. 28

S. S. Hilonian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:		FOR SAN FRANCISCO:	
S. S. Chiyo Maru	Dec. 24	S. S. Chiyo Maru	Nov. 30
S. S. Tenyo Maru	Jan. 14	S. S. Tenyo Maru	Dec. 21
Nippon Maru	Jan. 29	S. S. Nippon Maru	Jan. 6
Shinyo Maru	Feb. 11	S. S. Shinyo Maru	Jan. 18

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TWENTY-FOUR DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. MINNESOTA, to sail on or about December 15.
For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent.
H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.
For Victoria and Vancouver For Suva, Auckland and Sydney
Makura Dec. 10 Niagara Dec. 1
Niagara Jan. 7 Makura Dec. 29

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE
Tuesday, Nov. 30.
San Francisco—Manoa, Matson str.
Hilo—Mauna Kea, I. I. str.
Wednesday, Dec. 1.
Kauai—W. G. Hall, I. I. str.
Thursday, Dec. 2.
Maul—Claudine, I. I. str.

VESSELS TO DEPART
Tuesday, Nov. 30.
San Francisco—Chiyo Maru, T. K. K. str.
Molokai, Lanai—Mikahala, I. I. str.
Kauai—Kinai, I. I. str.
Wednesday, Dec. 1.
San Francisco—Wilhelmina, Matson str.
Hilo—Mauna Kea, I. I. str.
Thursday, Dec. 2.
Kauai—W. G. Hall, I. I. str.

MAILS
Mails are due from the following points as follows:
San Francisco—Manoa, Nov. 30
Yokohama—Tenyo Maru, Dec. 20.
Australia—Ventura, Dec. 2.
Vancouver—Niagara, Dec. 1.
Mail will depart for the following points as follows:
San Francisco—Chiyo Maru, Nov. 30.
Yokohama—Chiyo Maru, Dec. 24.
Australia—Niagara, Dec. 1.
Vancouver—Makura, Dec. 10.

TRANSPORT SERVICE

Logan, at coast.
Thomas, left here Nov. 15, for Guam and Manila.
Sheridan, now at coast.
Sheridan, due December 5 from Manila, for San Francisco.
Dist. due from Seattle, Dec. 2 or 3.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS DEPARTED

Per I. I. str. Mauna Kea for Hilo, November 27.—Mrs. C. M. Noyes, F. R. Lange, D. W. Schnibbe, D. E. Williams, A. H. Hannah, A. S. Howard and wife, Mrs. L. W. Howard, J. T. Tucker, F. L. Waldron, Mrs. M. S. Canario, C. H. Ahn, Mrs. Jas. Mills, Mrs. Della Pymentel, M. Kauhlmahu, Mrs. Mabel Ching, William D'Esmond, A. R. Wadsworth, K. M. Ahana, L. Wilson.

BOY DRAGGED TO DEATH

BY A FRIGHTENED COW

LOS ANGELES, Cal.—Frank L. Mowry, 5 years old, has died from a broken back. He was dragged a quarter of a mile around his father's dairy farm at Ingewood, a suburb, recently, by a frightened cow. George L. Mowry, father of the boy, told him to hold a chain attached to a ring in the cow's nose. The boy wrapped the chain about his body.

Try the

WESTERN PACIFIC
DENVER & RIO GRANDE

Route
For quick transit of freight
FRED L. WALDRON, LTD.
Agents

FREIGHT
and
TICKETS
Also
reservations
any point on
the mainland.
See WELLS-FARGO
& CO., 72 &
King St. Tel. 1818

BAGGAGE
Honolulu Construction
& Draying Co., Ltd.,
65 Queen St.
Phone 1981

DO IT ELECTRICALLY

Hawaiian Electric Co.

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waiwala, Kahuku and way stations—9:15 a. m., *9:30 p. m.
For Pearl City, Ewa Mill and way stations—*7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:30 p. m., 5:15 p. m., *9:30 p. m., *11:15 p. m.
For Wahiawa and Lihue—*10:30 a. m., *2:40 p. m., *5:00 p. m., *11:00 p. m.

INWARD

Arrive Honolulu from Kahuku, Waiwala and Waianae—*8:36 a. m., *6:31 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *8:36 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m.
Arrive Honolulu from Wahiawa and Lihue—*9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.

The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:36 a. m. for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.
*Daily, except Sunday. †Sunday only.
G. P. DENISON, F. C. SMITH,
Superintendent.

STAR-BULLETIN GIVES YOU
TODAY'S NEWS TODAY.